



MEDIA RELEASE

\$40,000 ARTSVEST CHALLENGE FUND COMES TO ORILLIA!

June 19, 2007 (for Immediate Release) ORILLIA - ArtsVest is a public / private partnership program developed and operated by **BUSINESS FOR THE ARTS**. Its goal is to stimulate new, long-term partnerships between business and arts and heritage organizations in communities across Canada.

ArtsVest, which provides up to 100% in matching funds as an incentive for business investment in arts and heritage, has the potential to flow more than \$80,000 in new funding to the arts in Orillia between June 2007 until March 2008.

“The ArtsVest program signals a welcome change in the traditional mindset of corporate support of cultural groups. ArtsVest encourages business investment in arts and heritage and recognizes that the investment is for mutual benefit”, says Craig Metcalf, Director of the Department of Culture and Heritage for the City of Orillia. In Orillia’s case, There is already a spirit of corporate philanthropy in Orillia, as many businesses have been generous in supporting local cultural groups and events. But as demonstrated in a recent study on local corporate sponsorship of the arts, completed by two research analyst post graduate students of Georgian College, donor fatigue is an issue in Orillia. The good news is that the study also found that many small and medium businesses were not being approached for support. It is hoped that, through the ArtsVest program, investment will be encouraged from a greater cross-section of the business community, as arts and heritage organizations take advantage of the program and begin to look at different ways to ask for support, and to seek that support from a greater number of businesses.

A first pilot, in Oakville in 2003, was a tremendous success more than doubling the challenge fund and with 100% of the new business partners renewing their support the following year. **BUSINESS FOR THE ARTS**, with support from the Ontario Ministry of Culture, the Ontario Trillium Foundation and the Department of Canadian Heritage, is now in the third year of a three year pilot program to bring ArtsVest to eleven communities in Ontario:

- 2005-06: Peterborough, Waterloo Region, Prince Edward County and Sudbury:
 - \$200,000 challenge fund
 - \$270,000 generated from 126 businesses, 86 first-time partners of the arts
 - Total of \$470,000 for 44 arts & heritage organizations

- 2006-07: Owen Sound & District, Sarnia-Lambton and Thunder Bay:
 - \$150,000 challenge fund
 - \$294,000 generated from 121 businesses, 66 first-time partners of the arts
 - Total of \$444,300 for 35 arts & heritage organizations

- 2007-08: Kingston, Sault Ste. Marie, Orillia and the Niagara Region
 - \$160,000 challenge fund

BUSINESS FOR THE ARTS is a national, business-based organization whose mandate is to increase private sector support for the arts. For more than 30 years **BUSINESS FOR THE ARTS** has operated programs researching, advising, educating, recognizing and rewarding the arts and business communities. Current programs include: **BoardLink**, *inspiring volunteerism in the arts*, **ArtsVest**, *building partnerships between business and the arts*, the **Globe and Mail Business for the Arts and the Edmund C. Bovey Awards**, *bringing recognition to innovative partnerships*. These programs are supported by on-going research through annual surveys, producing the annual **Canadian Arts Summit**, advocacy initiatives and a program of workshops, seminars and public speaking.

For more information on the ArtsVest program visit: www.businessforarts.org/artsvest/default.asp

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